

A Study on the University Campus Building Entrance' Identity by GIS – Case Study of Chinese Culture University

Hsiao-Yen Huang^{*}, Kuo-Chung Wen^{}**

^{*}Chinese Culture University, ^{}Chinese Culture University**

ABSTRACT

University campus planned such as a small-scale city. Therefore, campus environmental image created is important as well as to play the role of identical function.

Environmental Image is brought up by Kevin Lynch that including Identity, Composition and Significance. The Identity may satisfy people's "Identification" and "Orientation". It also represents a clearer and order landscape quality. Therefore, "building' entrance" identity is to become a more important link in to represent of the university campus.

The theoretical research is based on theories developed by Lynch and Norberg Schulz. Elements of identity and their implications are identified and a theoretical model. We take Chinese Culture University (CCU) for a case, to analyze the "campus building entrance' identity". First we investigate user' cognition in building entrance' identification and build the digital database of CCU campus. Second we analyze data by statistics, to up, to look for what kind of factor about building entrance' identity? Third we set up the campus building entrance' identity map in student's mind.

Therefore, this study to bring up concrete achievements: Campus building entrance' identity map of CCU, Identity factor explained. It is included environment factor and vision factor. In the end, we bring up a conclusion and suggestion.

KEY WORDS: Environmental Image, Building Entrance Identity, Geographic Information System, University Campus Environment, Chinese Culture University.

1. INTRODUCTION

To represent of urban image is an important role in the urban environment. It is not only to produce identification for a place but also confirm to show quality clearly. It is also included people's activities. Environmental Image is brought up by Kevin Lynch that including Identity, Composition and Significance. The Identity may satisfy

people's "Identification" and "Orientation". People could recognize "where I am?" and "where to go?" It also represents a clearer and order landscape quality. Therefore, the height of "Identity" is an important factor that to know or impression deep a place. (Mei-yun chen, 2002)

University campus planed such as a small-scale city. Therefore, campus environmental image created is important as well as to play the role of identical function. "Building Entrance Space" are the most number and universal in the campus. Usually, to use of "Building Entrance Space" has many types in the university campus. However, to decide and choose what kind of "Building Entrance Space" to do something worthwhile that decide on impressions. That is a problem of "Identity". So, this study motive is "what kind of factor about building entrance' identity?" and purpose to look for the influence factor about building entrance' identity.

This study will probe into theoretical about environmental image and identity. And we take Chinese Culture University (CCU) for a case, to analyze the "campus building entrance' identity". So, methods of this study include review documents, case study, ask paper investigate and statistics analyze. On these grounds, we will be looking the main factor about each "building entrance' identity" of CCU campus. Finally, we show the spread for building entrance' identity of CCU campus by GIS.

2. THEORETICAL RESEARCH AND ESTABLISH

The theoretical research is based on theories developed by Lynch (1959) and Norberg Schulz (1977). Elements of identity and their implications are identified and a theoretical model.

2.1 The Theoretical of "Image"

Kevin Lynch (1959) was consider that "Image" can organize people's activities, belief and learning. It is also let people to obtain a sense of security. So, Environmental Image is brought up by Kevin Lynch that including Identity, Composition and Significance. The Identity may satisfy people's "Identification" and "Orientation". People could recognize "where I am?" and "where to go?" It also represents a clearer and order landscape quality. Relph, E (1976) was consider that "Image" is a mental picture that it is include experience, position, memory and sense of immediate. Norberg Schulz (1977) was consider that "Image" is include place and node, route and axis, ambits and area.

These shows, to form of image will influence by subjective, experience, level of knowledge, environment of life...etc. And image can to provide consultation, recognize, find out of environment.

2.2 The Theoretical of “Identity”

Kevin Lynch (1959) was consider that “Identity” can to provide identify. So, Identity to go deep that show of this place has owned “Sense of Local” and “Sense of History”. Norberg Schulz(1977) was consider that people must be have the power of understand where I am and take one's bearings. So, structure, quality and value of a place will to suffice for people’s demand.

These shows, “Identity” is an ability of make a description. It will be behavior to main and secondary, style and meaning. Place is secondary, people is main. So, identity is quality of secondary, Sense of Direction and Identification is two feel that main to secondary. (FIGURE 1)

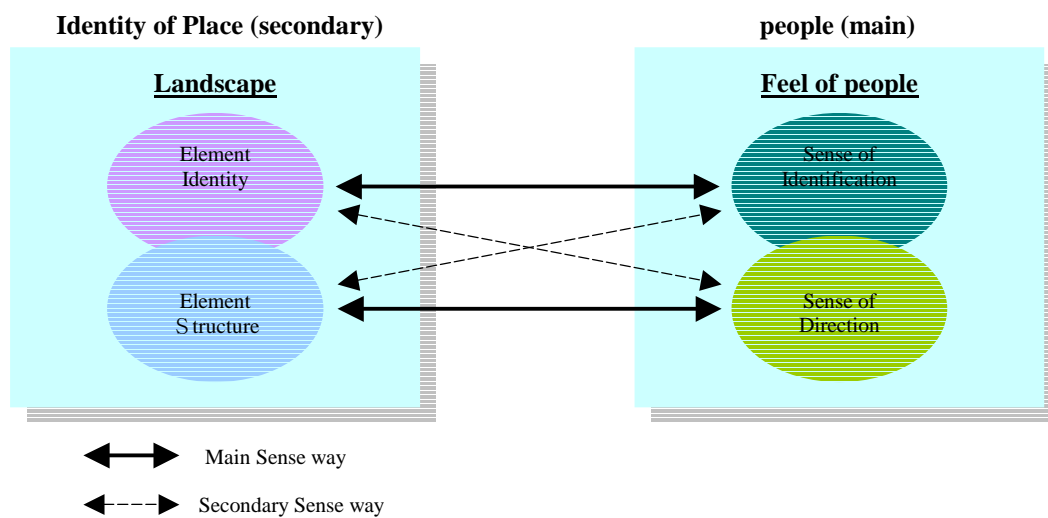


FIGURE 1 Identity and Place Vitality

Source: Mei-yun chen (2002)

In addition, the influence factor about building entrance’ identity to include:

- Substance Factor: such as outside environment, public facilities...etc.
- Intermediary Factor: such as space function...etc.
- Non-Substance Factor: such as individual matter, attribute of user...etc.

2.3 Brief Summary

By this theoretical, this study was based on Building Entrance to build up theoretical model. So, we will join human and Substance Factor, as below: (FIGURE 2)

- Environment Factor: Campus Activities, Teaching Room to extend, Campus Celebration...etc.
- Vision Factor: Entrance Color, Entrance Form, Entrance outline...etc.

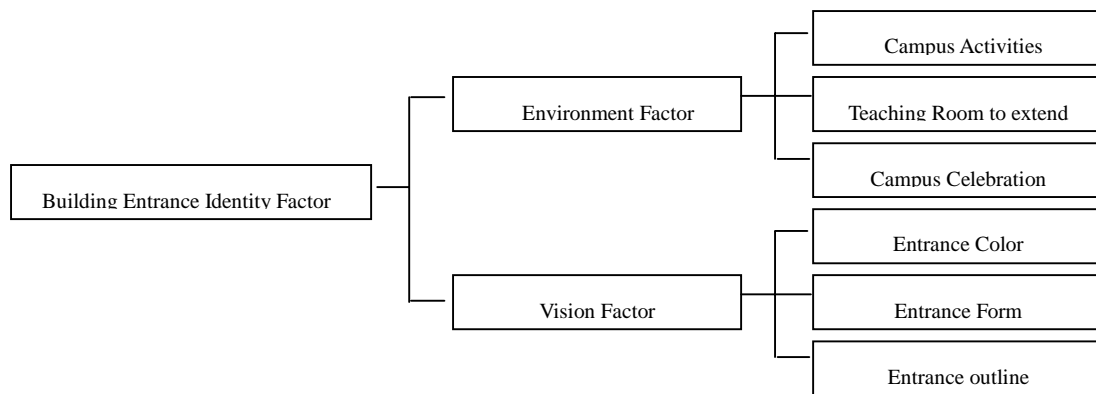


FIGURE 2 University Campus Building Entrance' Identity element model

Source: By this study.

3. CASE OPERATE AND DISCUSS

3.2 Case Operate

We investigate user' cognition in building entrance' identification and build the digital database of CCU campus.

- The first: to take every Building Entrance Space of CCU.
- The second: according to Building Entrance' Identity element model, to fill in identify reason of Building Entrance Space.
- The third: Building Entrance Space of CCU in total 31 locations (FIGURE 3 & TABLE 1). We are use open ask-paper. The object of courtship is teaching staff, personnel and students. Our's investigate total 30 portion, 28 portion were effective.

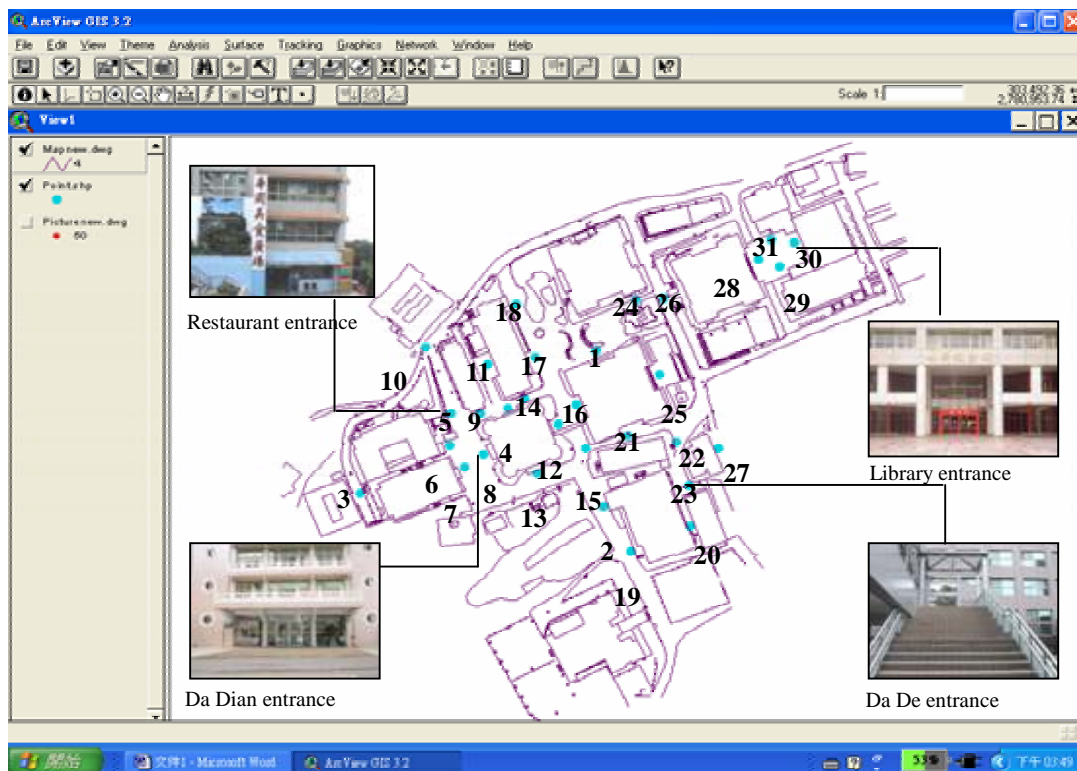


FIGURE 3 Building Entrance Space distribute of CCU

TABLE 2 **Building Entrance Space investigate of CCU**

numbers	name	location	numbers	name	location
1	Da Yi No.3	Da Yi	17	Da En No.2	Da En
2	Da Lun No.2 (Male Dorm)	Da Lun	18	Da En No.1	Da En
3	Da Ci No.1 (Female Dorm)	Da Ci	19	Da Lun No.1 (Male Dorm)	Da Lun
4	Da Dian No.4	Da Dian	20	Da Lun No.3 (Male Dorm)	Da Lun
5	Da Ya No.1 (restaurant entrance)	Da Ya	21	Da Xian No.2	Da Xian
6	Da Ya No.2 (Female Dorm)	Da Ya	22	Da Xian No.3	Da Xian
7	Hua Feng tang entrance	Hua Feng tang	23	Da De No.1	Da De
8	Da Dian No.3	Da Dian	24	Da Ren No.1	Da Ren
9	Da Gong No.1	Da Gong	25	Da Yi No.2	Da Yi
10	Da Zhuang No.1	Da Zhuang	26	Da Cheng No.2	Da Cheng
11	Da En No.4	Da En	27	Fei Hua lou No.1	Fei Hua lou
12	Da Dian No.1	Da Dian	28	Da Cheng No.1	Da Cheng
13	Da Dian No.2	Da Dian	29	Xiao Feng Library	Xiao Feng Library
14	Da En No.3	Da En	30	Information Center	Xiao Feng Library
15	Da Xian No.1	Da Xian	31	Hua Gang Museum	Xiao Feng Library
16	Da Yi No.1	Da Yi			

Source: By this study.

3.3 Discuss

After investigate, This study to bring up the Identity factor explained and Campus building entrance' identity map of CCU:

- Building Entrance' Identity element of CCU

Entrance Color: The major cause Entrance color very colorful or own special use meaning.

Campus Activities: If often to hold the Campus Activities, this entrance is easy to know.

- Building Entrance Space distribute of CCU

If this Building Entrance' Identity much high, this score to high. (TABLE 3)

TABLE 3 **Building Entrance Space score of CCU**

number	name	score	number	name	score
1	Da Yi No.3	10	17	Da En No.2	10
2	Da Lun No.2(Male Dorm)	2	18	Da En No.1	4
3	Da Ci No.1(Female Dorm)	2	19	Da Lun No.1(Male Dorm)	2
4	Da Dian No.4	4	20	Da Lun No.3(Male Dorm)	2
5	Da Ya No.1(restaurant entrance)	10	21	Da Xian No.2	6
6	Da Ya No.2(Female Dorm)	6	22	Da Xian No.3	8
7	Hua Feng tang entrance	4	23	Da De No.1	2
8	Da Dian No.3	10	24	Da Ren No.1	4
9	Da Gong No.1	2	25	Da Yi No.2	8
10	Da Zhuang No.1	2	26	Da Cheng No.2	4
11	Da En No.4	6	27	Fei Hua lou No.1	2
12	Da Dian No.1	8	28	Da Cheng No.1	6
13	Da Dian No.2	8	29	Xiao Feng Library	10

number	name	score	number	name	score
14	Da En No.3	6	30	Information Center	10
15	Da Xian No.1	6	31	Hua Gang Museum	10
16	Da Yi No.1	8			

Source: By this study.

The Building Entrance color is Xiao Feng Library; Campus Activities is restaurant entrance easy to know. Beside, And a post office of Da Dian on space use also to the people know. To identify low include Dorm, Da De and Fei Hua lou.

(FIGURE 4)

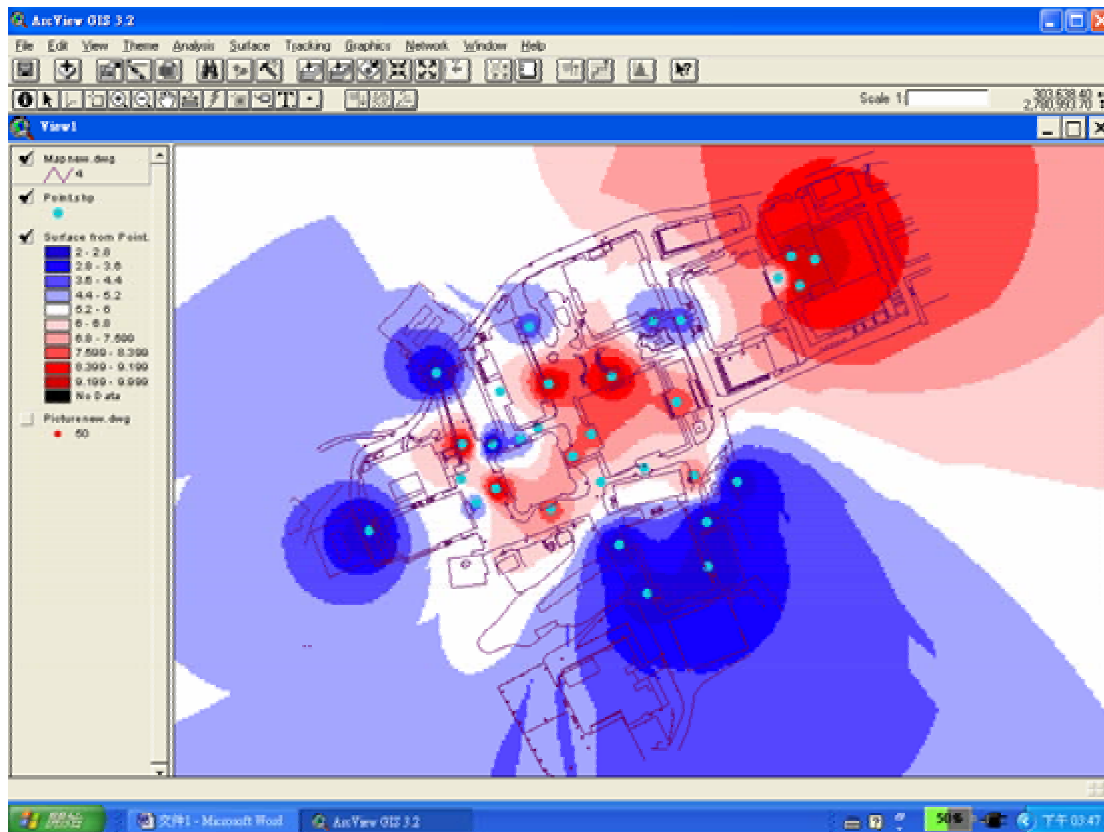


FIGURE 4 Campus building entrance' identity map of CCU

4. CONCLUSION AND SUGGESTION

4.1 Conclusion

According to result of ask-paper, university campus building entrance' identity for the most part is building entrance color. It is show have many must to improve of campus Building Entrance' identity. For example: activities to arrange...etc. It will let building entrance space have more especially memory and uniqueness.

4.2 Suggestion

Because of the element of identity are so much, so, in the future, we can choice one to go deep into confer. And then, we will bring up a topic for study or discussion and tactic.

REFERENCES

- Guo- Zhong Xie (2000). " A Study on the Urban Design Strategies which Strengthen the Identity of Sanchung City", Department of Architecture Cheng Kung University Thesis for the Degree of Master.
- Hsiao-Mei Chiang etc (2001). " A Study of Quality Sorting on the Elements of Urban Image based on Perception of Residents in Tainan City", Journal of Architecture, No. 36, 1~20.
- Rapoport, Amos (1977). " Human Aspect of Urban Form" , Pergamon Press.
- Si-Mei Chen (2001). " A Study on the Environment Color and City Image --A Case Study of the Taichung Station and the Roads in It's Surroundings", Department of Industrial Design Tunghai University Thesis for the Degree of Master.
- Su-Xin Li etc (1998). " A Study on the Urban Public Space's Image--Case Study of Taichung City", Journal of Tunghai, No. 39, 129~143.
- Su-Xin Li (1997). " A Study on the Urban Landscape ", National Science Council, NSC86-2417-H035-003, 86.
- Yuan-Long Lu (1999). " A Study on the Urban Riverfront's Identity—Case Study of Taichung City", Department of Landscape Architecture Tunghai University Thesis for the Degree of Master.